digital element ®

Solution Datasheet

Digital Element, the global IP geolocation and intelligence leader, has been harnessing the power of location insights for more than 20 years. Our solutions uncover new intelligence about your unique connected audience, identifying actionable information such as geographic location, proxies, demographic data, connection speed and more.
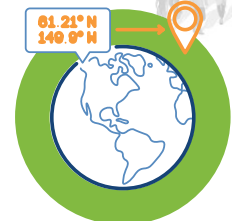
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IP Location Targeting

Uncover key insights—including location, connection info, and more—about your audience with just an IP address.

Audience Context

Discover new intelligence about your online users, such as identifying proxies, VPNs, carrier insights and more.

Reverse Geocoding

Turn raw latitude-longitude data into actionable location information.

Industry-Leading IP Location Targeting

NetAcuity ®

NetAcuity® is our industry-leading solution for global IP location targeting precision and reach. NetAcuity offers unrivaled targeting at the country, region, city and postcode level—and is the only solution on the market that offers ZIP+4 targeting. The solution combines traditional infrastructure analysis and insights gleaned from a network of global commercial partners with location intelligence provided from mobile devices and billions of real-time data signals.

For companies that want to leverage proven, industry-leading location data to expand the global coverage, reach and precision for location-based initiatives, NetAcuity is the clear solution of choice.

Audience Context Solutions

VPN & Proxy Identification

Detect and prevent malicious IP address masking, and enable greater control over the distribution of your digital content.

Carrier Data

Enable stronger targeting of mobile users based on ISP, mobile carrier, mobile country code, and mobile network code information.

Additional Insights

Gain insights into additional IP information including:

• Domain names
• Company names
• Organization names
• ASN
• Demographics
• And more….

34.06°N
118.2°W

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CALIFORNIA
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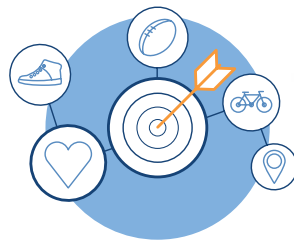
Reverse Geocoding

Turn Raw Latitude/Longitude Data into Actionable Insights

GeoMprint makes the missing connection between stationary and on-the-go consumers and their locations, converting a device's raw location coordinates into more useful geographic information. Key location information returned by GeoMprint includes ZIP/Postal codes, City, Region, Country, and Time Zone, enabling clients to localize content, deliver targeted ads, prevent online fraud, manage geographic rights, and more. Coupled with NetAcuity, GeoMprint allows for more comprehensive mobile targeting across connection types, meaning clients deliver localized messages to both online and mobile users alike with unmatched accuracy and reliability.

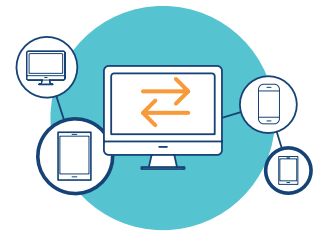## The Power of IP Geolocation

Legal Compliance

Online Advertising

Localized Content

Analytics

Fraud & Security

Network Routing

Meet Some Clients

facebook. HubSpot ebay iStreamPlanet AMOBEE Pinterest

VERVE twitter xandr BBC MediaMath eyeota

experian VERISIGN FedEx Corporation Adobe MLB E*TRADE

LOWE'S INTUIT Snapchat nielsen ADTHEORENT AppsFlyer